

**SHEPPARD MULLIN**

SHEPPARD MULLIN RICHTER &amp; HAMPTON LLP

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Date: February 1, 2005

File Number: 02CA-108259

Total number of pages:  
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12

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Sheppard Mullin at 213-620-1780, ext. 2155**TO:**

U.S. Patent and Trademark Office

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**Telephone No.**

From: Brian D. Martin, Esquire

Direct Dial: 213-617-5415

Re: Request for Correction of Notice of Recordation of Assignment Document

**MESSAGE:** Please see attached.*Feb 05 5:17 PM***Certificate of Transmission under 37 CFR 1.8**I hereby certify that this correspondence is being facsimile transmitted  
to the United States Patent and Trademark Office on February 1, 2005  
Brian D. Martin, Esquire**Request for Correction of Notice of Recordation  
of Assignment Document****Copies of Notice of Recordation of Assignment Document;****Recordation Form Cover Sheet & Assignment**Applicant: Russell Alan Foltz-Smith et al.Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A  
WEB PAGE AND RELATED METHODSerial No: 10/797,464Filed: March 10, 2004Our Docket No.: 02CA-108259Client: CitysearchDate Faxed: 02/01/05Atty/Sec.: Martin/Kemp

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.: 10/797,464 Confirmation No. 4539  
Applicant: Russell Alan Foltz-Smith et al.  
Filed: March 10, 2004  
Title: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A  
WEB PAGE AND RELATED METHOD

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Group Art Unit: 2127  
Examiner: Not yet assigned

**FEB 01 2005**

Docket No.: 02CA-108259  
Date: February 1, 2005

**REQUEST FOR CORRECTION OF NOTICE OF RECORDATION**  
**OF ASSIGNMENT DOCUMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313

Dear Sir:

Please correct the Notice of Recordation of Assignment Document, for the above-identified application, to correctly recite the sixth inventor's name as Emad Fanous. Copies of the Notice of Recordation of Assignment Document, Recordation Form Cover Sheet, and the Assignment are enclosed.

Your anticipated cooperation in this matter is greatly appreciated.

Respectfully submitted,

By:



Brian D. Martin

Registration No. 47,771

Enclosures

Sheppard, Mullin, Richter & Hampton LLP  
333 South Hope Street, 48th Floor  
Los Angeles, California 90071  
(213) 620-1780



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## UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

JANUARY 10, 2005

PTAS  
SHEPPARD, MULLIN, RICHTER & HAMPTON LLP  
JAMES R. BRUEGGEMANN  
333 SOUTH HOPE STREET  
48TH FLOOR  
LOS ANGELES, CA 90071

\*102789699A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 07/07/2004

REEL/FRAME: 015544/0811  
NUMBER OF PAGES: 7

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

FOLTZ-SMITH, RUSSELL ALAN

DOC DATE: 04/02/2004

ASSIGNOR:

GERTZ, STEVEN

DOC DATE: 04/02/2004

ASSIGNOR:

CARPENTER, JAMES

DOC DATE: 04/02/2004

ASSIGNOR:

HANSEN, ASK BJOERN

DOC DATE: 04/02/2004

ASSIGNOR:

LOW, JAMES ALAN

DOC DATE: 04/02/2004

ASSIGNOR:

FANONS, EMAD

DOC DATE: 04/02/2004

015544/0811 PAGE 2

ASSIGNEE:

TICKETMASTER D/B/A CITYSEARCH.COM  
-3731 WILSHIRE AVENUE  
SUITE 300  
LOS ANGELES, CALIFORNIA 90010

SERIAL NUMBER: 10797464

FILING DATE: 03/10/2004

PATENT NUMBER:

ISSUE DATE:

TITLE: SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED  
METHOD

SHARON LATIMER, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

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011

FORM PTO-1565 (Modified)  
(Rev. 03-01)  
OMB No. 0551-0027 (exp. 03/1/2007)  
P05A/REV03

07-13-2004



102789699

Docket No.: 02CA-108259

3HEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

Y 7-7-04  
record the attached original documents or copy thereof.

Tab settings → → → ▼

To the Honorable Director of the United States Patent and Trademark Office

## 1. Name of conveying party(ies):

Russell Alan Foltz-Smith

James Alan Low

Steven Gertz

Emad Fanous

James Carpenter

Ask Bjoern Hansen

Additional name(s) of conveying party(ies)

☐ Yes ☒ No

## 3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Execution Date: April 2, 2004

## 2. Name and address of receiving party(ies):

Name: Ticketmaster d/b/a Citysearch.com

Address: 3731 Wilshire Avenue, Suite 300

City: Los Angeles

State/Prov.: California

Country: USA

ZIP: 90010

Additional name(s) &amp; address(es)

☐ Yes ☒ No

## 4. Application number(s) or patent numbers(s):

If this document is being filed together with a new application, the execution date of the application is:

Patent Application No.

Filing date

10/797,464

March 10, 2004

B. Patent No.(s)

Additional numbers

☐ Yes ☒ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

Name: James R. Brueggemann, Esquire

Registration No. 28,286

Address: Sheppard, Mullin, Richter &amp; Hampton LLP

333 South Hope Street, 48th Floor

City: Los Angeles

State/Prov.: California

Country: USA

ZIP: 90071

## 6. Total number of applications and patents involved:

1

## 7. Total fee (37 CFR 3.41):.....\$ 40.00

☐ Enclosed - Any excess or insufficiency should be credited or debited to deposit account☒ Authorized to be charged to deposit account

## 8. Deposit account number:

19-1853

(Attach duplicate copy of this page if paying by deposit account)

## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Brian D. Martin, Esquire

Name of Person Signing

Signature

July 7, 2004

Date

Total number of pages including cover sheet, attachments, and

Mail documents to be recorded with required cover sheet information for  
Mail Stop Assignment Recordation Service  
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012

ASSIGNMENT

WHEREAS, Russell Alan Foltz-Smith, of Santa Monica, California, Steven Gertz, of Ontario, California, James Carpenter, of Arcadia, California, Ask Bjoern Hansen, of West Hollywood, California, James Alan Low, of Upland, California and Emad Fanous, of Burbank, California, Assignors, have invented a new and useful SYSTEM FOR ORGANIZING ADVERTISEMENTS ON A WEB PAGE AND RELATED METHOD, for which an application for United States Letters Patent was filed on March 10, 2004, under Serial No. 10/797,464; and

WHEREAS, Assignors believe themselves to be the original, first and joint inventors of the invention disclosed and claimed in the application for Letters Patent; and

WHEREAS, Ticketmaster d/b/a Citysearch.com, a Delaware corporation, having a place of business at 3731 Wilshire Avenue, Suite 300, Los Angeles, California 90010, Assignee, desires to acquire by formal, recordable assignment the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors hereby sell, assign and transfer to Assignee, the entire right, title and interest in and to the invention, the application, and any Letters Patent that might be granted for the invention in the United States and throughout the world, including the right to file foreign applications directly in the name of Assignee and to claim for any such foreign applications any priority rights to which such applications are entitled under international conventions, treaties or otherwise.

Further, Assignors agree that, upon request and without further compensation, but at no expense to Assignor, they and their legal representatives and assigns will perform all lawful

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013

acts, including the execution of papers and the giving of testimony, that might be necessary or desirable for obtaining, sustaining, reissuing or enforcing Letters Patent in the United States and throughout the world for the invention, and for perfecting, recording or maintaining the title of Assignee, its successors and assigns, to the invention, the application, and any Letters Patent granted for the invention in the United States and throughout the world.

Assignors represent and warrant that they have not granted and will not grant to others any rights inconsistent with the rights granted by this Assignment.

Assignors authorize and request the Commissioner of Patents and Trademarks of the United States and of all foreign countries to issue any Letters Patent granted for the invention, whether on the application or on any subsequently filed division, continuation, continuation-in-part or reissue application, to Assignee, its successors and assigns, as the assignee of the entire interest in the invention.

IN WITNESS WHEREOF, Assignors have executed this Assignment.

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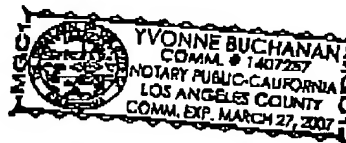
014

Assignors

Date: 4/2/2004  
\_\_\_\_\_  
Russell Alan Foltz-SmithState of CaliforniaCounty of Los Angeles ) ss.

On this 2nd day of April, in the year of 2004, before me personally appeared Russell Alan Foltz-Smith, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

  
\_\_\_\_\_  
Notary Public in and for Said  
County and State

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015

Date: 4/20/04

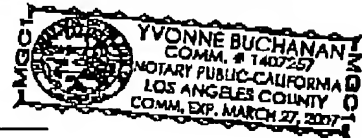
Steven Gertz  
Steven Gertz

State of California  
County of Los Angeles ) ss.

On this 2nd day of April, in the year of 2004, before me personally appeared Steven Gertz, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State

Date: 4/2/2004

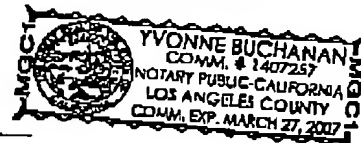
James Carpenter  
James Carpenter

State of California  
County of Los Angeles ) ss.

On this 2nd day of April, in the year of 2004, before me personally appeared James Carpenter, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State



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018

Date: 4/20/04Ask Bjorn Hansen  
Ask Bjorn HansenState of CaliforniaCounty of Los Angeles ss.

On this 2nd day of April, in the year of 2004, before me personally appeared Ask Bjorn Hansen, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

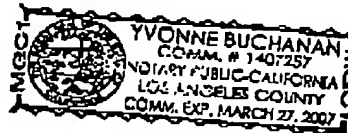
Yvonne Buchanan  
Notary Public in and for Said  
County and State

Date: 04/20/2004James Alan Low  
James Alan LowState of CaliforniaCounty of Los Angeles ss.

On this 2nd day of April, in the year of 2004, before me personally appeared James Alan Low, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State



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017

Date: 4/2/2004Emad Fanous  
Emad FanousState of California  
County of Los Angeles ) ss.

On this 2<sup>nd</sup> day of April, in the year of 2004, before me personally appeared Emad Fanous, personally known to me or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to this instrument, and acknowledged to me that he executed it.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year of this certificate first above written.

Yvonne Buchanan  
Notary Public in and for Said  
County and State

